

CASE STUDY Okanagan College

Challenges

- ✓ Need to reduce unmanageable call volume.
- ✓ Need to unify and structure a workflow system while facing flood of new students and staff.

Results

- ✓ Immediate pay-off
- ✓ Lower call volume. Within the first week, call volume dropped by 90%.
- ✓ Centralized HelpDesk System to support students, staff and faculties.

Snapshot

Name : Okanagan College

Industry: Education

Location: BC, Canada

Website: www.okanagan.bc.ca

Customer since: 2005



After the dissolution of the Okanagan University College, Okanagan college IT services, Networks and Communications, Facilities and Helpdesks inherited several different work request systems from the previous infrastructure. Several help lines were also available for support.

Okanagan College set out to identify an infrastructure that would organize request, assign and route them automatically and build a knowledgebase to allow student and staff to quickly find their own answers to common questions. The management also required a reporting system that would allow to analyze trends, monitor response time, and anticipate support staffing requirements.

Okanagan College faced several challenges...

- Unmanageable call volumes
- Repetitive issues, Repetitive issues, Repetitive issues...
- Unforeseen challenges – Previous organization remnants
- Flood of new employees and students
- Deluge of work requests
- WebCT Tar Pits

And needed a plan to survive.

- Reduce Call Volume
- Process common questions online
- Online “how-to”
- Create a single point of contact for IT Issues
- Self populating knowledgebase
- Operational 24/7
- Consolidate Work Request Systems
- React to the need and demands of our customer groups
- Create proactive support materials and systems

Seeking a solution.

After a thorough evaluation of the market and the different options, Okanagan identified that CustomAnswers will offer the best answer to their concerns. From the outset of the project, CustomAnswers proved to be the ideal partner.

“ CustomAnswers really listened to our needs and engaged their team to customize and configure the application to meet our requirements.”



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Quick Implementation

In a record time, Okanagan College was live with a seeded knowledge base to answer the most frequently asked questions and created several online request forms to care for the most common issues.

Increased Customer Satisfaction

The implementation also coincided with the creation of a new Service Desk. "In a matter of days, the call volume dropped from 200 emails a day to 20 emails a day. Furthermore, our staff quickly adopted the new structure and was able to respond in record time to all new requests and enquiries." After the implementation, all students and staff recognized the improvement and appreciated the responsiveness of the new application. Our Service Desk also records all phone calls and walk-in customers/inquiries into CustomAnswers.

Flexibility and Robustness

Okanagan College has now created several types of requests and uses the powerful workflow capabilities to assign and route all incoming inquiries from IT requests to work order for facilities. "CustomAnswers continually improves and adds features to the application. The system grew within the college and now replaces 4 different applications we used to maintain".

About CustomAnswers

CustomAnswers, a leader in Customer Relationship Management (CRM), offers a central system that manages and improves all inbound and outbound Customer interactions.

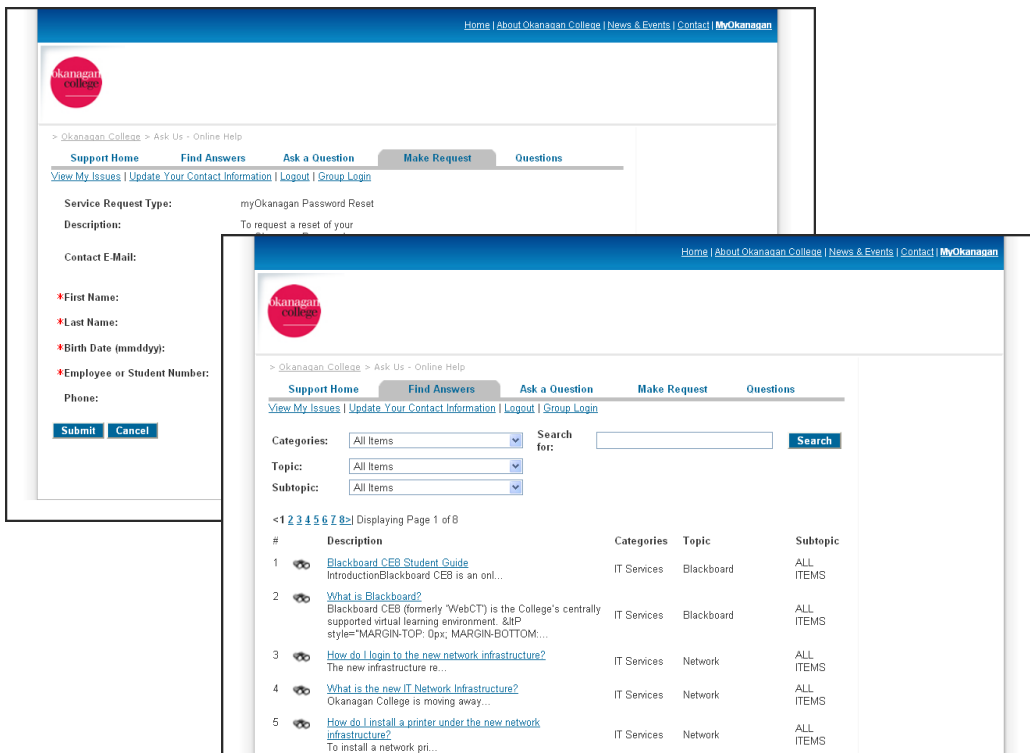
Deliver as a SaaS (Software as a Service), CustomAnswers empower organization of all sizes to provide outstanding Customer Service.

Founded in 2001, CustomAnswers Suite of solutions are flexible, powerful, intuitive and easy to use.

For more information, visit www.CustomAnswers.com

"Our service Desk is the most critical part of our support efforts to students, staff and faculties. We are very happy to work with CustomAnswers and are very confident that they will continue to grow along with us and assist us in providing our superior customer service."

Tom Esson
Support Services Coordinator
Okanagan College IT Services



The image shows two screenshots of the CustomAnswers web application. The top screenshot displays a request form with fields for 'Service Request Type', 'Description', 'Contact E-Mail', and 'Phone'. The bottom screenshot shows a search results page with a table of questions and answers.

#	Description	Categories	Topic	Subtopic
1	Blackboard CE8 Student Guide IntroductionBlackboard CE8 is an onl...	IT Services	Blackboard	ALL ITEMS
2	What is Blackboard? Blackboard CE8 (formerly WebCT) is the College's centrally supported virtual learning environment. â#232;P style="MARGIN-TOP: 0px; MARGIN-BOTTOM:...	IT Services	Blackboard	ALL ITEMS
3	How do I login to the new network infrastructure? The new infrastructure re...	IT Services	Network	ALL ITEMS
4	What is the new IT Network Infrastructure? Okanagan College is moving away...	IT Services	Network	ALL ITEMS
5	How do I install a printer under the new network infrastructure? To install a network pri...	IT Services	Network	ALL ITEMS